

GCA Receives the “Most Environmentally Friendly Company” Award

GCA, which brings its environmentally conscious production approach to the field, was honored with the “Most Environmentally Friendly Company” award at the traditional environmental clean-up event organized by Kütahya Organized Industrial Zone (Kütahya OSB).

The fifth edition of the annual Clean-Up Event, organized by Kütahya Organized Industrial Zone, was held with the strong participation of investors, industrialists, employees, and representatives from various institutions. More than 100 volunteers took part in the event, which aimed to raise environmental awareness and strengthen social consciousness. GCA, one of Gürok Group’s brands, also participated in the event with a strong volunteer presence. Having the highest number of volunteers among participating companies, GCA was honored with the “Most Environmentally Friendly Company” award for its contribution to environmental awareness. As part of the event, a clean-up was carried out along the road between Kütahya OSB and the Zafertepe area, with volunteers collecting waste left along the roadside.

“We are making a difference through our sense of responsibility toward Kütahya”

Gürok Group Vice President of the Board and Chair of the Kütahya Chamber of Commerce and Industry, Esin Güral Argat, who participated in and supported the event, said:

“We are delighted to be part of this meaningful awareness initiative, which reminds us of our responsibility to leave a cleaner and more livable environment for future generations. The sense of responsibility we carry toward this city and our land forms the foundation of every step we take. At Gürok Group, we place sustainability at the heart of all our business processes. As one of the world’s least water- and energy-intensive tableware glass production facilities, we are making a difference in our industry, while also strengthening the environmentally conscious production approach of our glass packaging brand GCA through such community-based projects. GCA being recognized with the ‘Most Environmentally Friendly Company’ award for having the highest number of volunteers is a powerful reflection of our colleagues’ environmental awareness and spirit of volunteering. I would like to thank Kütahya Organized Industrial Zone for organizing this meaningful event and all the volunteers who contributed.”

“We consider environmentally conscious production a responsibility”

GCA General Manager Dr. Abdullah Gayret commented on the award:

“At GCA, we consider it our responsibility to embrace environmentally conscious production not only within our factory, but also in the city we call home. We reduce our environmental impact every year through production processes focused on energy efficiency and recycling, while making the most efficient use of glass’s infinitely recyclable nature.

The strong volunteer participation we demonstrated at this meaningful event is a natural reflection of the Gürok Group culture taking responsibility, acting together, and creating value for

the environment in which we live. Being honored with the 'Most Environmentally Friendly Company' award today is a meaningful indication not only of our environmental performance, but also of how deeply this culture has been embraced by our colleagues. I would like to thank all our team members who contributed and Kütahya Organized Industrial Zone for organizing this valuable event."